

HARLEM BLAZE SET BY FIREBUG IMPERILS SCORES

Ten Families, Including Fifty
Women and Children, Escape
in Night Clothes.

FIREMEN NEAR DEATH.

Roof Collapses and Stairs Fall,
but Only Two Men
Are Injured.

A fire, started by an incendiary early
to-day at No. 209 East One Hundred and
fifteenth street, drove ten families over
roofs and down escapes into the street.
More than fifty women and children,
with nothing on but their nightclothes,
were taken in by Miss Helen Hunt,
superintendent of the Strydenham Hos-
pital.

The fire was set at the hallway door
of Mrs. Rosalie Botta's flat on the fifth
floor. The police believe the firebug had
a grudge against George Vito, who lives
in the flat directly beneath, and that he
made a mistake in the doors. Mrs. Botta
says she has not an enemy in the world.

Shortly after 2:30 o'clock Miss Berta
Botta was roused by a crackling at the
door. She thought of burglars and
called her two sisters, her three brothers
and her mother. The hall was found
in flames.

As the family rushed for the roof one
of the boys left the door of the flat
open, and the flames quickly spread in-
side. So rapidly did the fire extend that
the occupants of the upper floors had
scarcely time to escape over the roof to
the adjoining house before the roof itself
was ablaze.

**FIREMEN HAVE CLOSE CALL AS
ROOF COLLAPSES.**

Capt. Ruckoldt of Truck Company
No. 16 raised his seventy-five-foot lad-
der, and with his men had just reached
the roof when the fire broke through,
and the firemen had to make a quick
descent as the roof collapsed. The other
families were rescued down a rear es-
cape, guided by Policeman Steiner, of
the East One Hundred and Twenty-
sixth street station.

While half a dozen of the men of En-
gine Company No. 53 were working on
the stairs of the fourth floor under Capt.
Noth, the stairs to the floor above
crashed down upon them.

The firemen, jumping back, lost hold
of their line, which threatened wildly
about them until the water was turned
off. Fireman John Collins was badly
burned trying to recapture the hose
and had to be treated at the Strydenham
Hospital and sent back to quarters.

As Patrolman Roach of the East One
Hundred and Fourth street station was
rescuing a baby burning debris fell upon
him. He shielded the baby, but his arm
and face were severely burned. He was
attended at the hospital and sent home.
The blaze did damage estimated at
\$1,000.

Vito, for whom the police think the
fire was meant, is a barber, and only
yesterday morning there was a fire of
mysterious origin in the cellar under
his shop at No. 205 East One Hundred
and Sixteenth street.

STICKS TO POST IN FIRE.

Wanted Girl Calls Firemen from Her
Smoke-Filled Office.

WINSTED, Conn., Jan. 2.—Miss Eliza-
beth McDonnell, night telephone op-
erator at Sheffield, just across the State
line in Massachusetts, is being called a
heroine to-day. Alone in the office on
the second floor of the little general
store building at 120 A. S. A. St. she was
aroused from a nap by smoke. She
discovered that the store was afire
below.

She summoned Harry Little and then
returned to her post and called the
Volunteer Fire Company by telephone.
The smoke was so thick in the office
that she had to feel her way along the
keyboard. The operator stuck to her
post until the firemen arrived and forced
her to leave the building.

Want to Feel Young?

It's Olive Tablets
For You!

Beware of the habit of constipation.
It develops from just a few constipated
days, especially Old People, unless
you take yourself in hand.

Coax the jaded bowel muscles back
to normal action with Dr. Edwards
Olive Tablets, the substitute for calomel.
Don't force them to unnatural action
with severe medicines or by merely
flushing out the intestines with nasty
saccharine cathartics.

Dr. Edwards believes in gentleness,
persistence and Nature's assistance.
Dr. Edwards Olive Tablets of the
bowels, their action is gentle, yet pos-
itive. There is never any pain or griping
when Olive Tablets are taken. Just the
kind of treatment old persons should
have.

Take Olive Tablets mixed with olive
oil and leave no trouble with your
bowels or stomach.
Every little Olive Tablet has a suc-
cessful little oil. Take and see per-
fect results. The Olive Tablet Co., Columbus, O.

All lost or found articles ad-
vertised in The World will be
returned at the World's Informa-
tion Bureau, 1000 Broadway, New
York. Lost items: watch, chain,
key, ring, etc., and Business
World's National Office, 240
West 42nd St., and World's
Business Office, 240 West 42nd
St., New York, for the day
following the printing of the
advertisement.

THE MONTH OF WHITE AT GIMBELS



Welcome! Glorious
Month of White—for
You Have Brought a
Sale of White that Will
Make You Memorable
in the Hearts of all
Women!

The Woman Who Adores
Beauty and Daintiness
Will Find This as Fasci-
nating as if it Were an En-
chanted Dream.

\$150,000 Worth of French & American Undermuslins for Women & Children

At Economies of 10 to 33¹/₂ Per Cent.

That this should be an unprecedented Quality Sale has been our ambition! So, for months, we have worked
unceasingly to accomplish this result.

And to say that we were fastidious about every undermuslin in this Sale would be expressing it quite mildly.

It would have been easy for us to go into the market and buy a thousand of certain stereotyped style of night-
gown, as many more of another, and another, and so on—just to make a sale. But we were not satisfied to have
what any one else could get. Therefore, in Paris, as long ago as last Summer, we started to plan this Event. Since
then skilled French Needlewomen who devote much of their lives to the making of beautiful lingerie, have been busy
making \$50,000 worth of undermuslins for us—all kinds of lovely things, from the Chemises, which we shall sell at
50c, to matched sets at \$150, which surely would have charmed the beauty-loving Marie Antoinette.

On this side of the Atlantic, the most expert lingerie makers have been busy making undermuslins that reflect the models that we
brought from Paris. And all the while we have worked hand-in-hand with them, so that every piece of nainsook, cambric and
batiste, every inch of lace, embroidery, veining and beading, should be the best possible quality. And we were not only fastidious
about the sewing and every detail of finish, but we carefully fitted every garment, so that sizes should be right.

The Grecian Nightgown Is Charming

The Draped Effect Petticoats Are Delightful

The Combinations with Pantalon Drawers Are Unique

Oh, there are so many lovely things to tell about, for all the styles are new and exclusive. However, it is impossible, for of
Nightgowns alone there are more than 1,500 models!

Laces—The Favorite Adornment

But laces on Lingerie were never thus! The fine real laces of which women are most fond—Carrickmacross, Point Venise and
Bohemian—have been wonderfully imitated so that they might adorn some of the inexpensive American undermuslins. Of course,
real hand-made specimens of these laces give beauty to much of the French Lingerie. And the always dainty Valenciennes and
Shadow Laces have not been overlooked. And the new lace that resembles English cut-work, is very pretty, too.

	American	Extra Sizes	French
Nightgowns	\$1 to \$40	\$1 to \$3.75	\$1.50 to \$85
Combinations	\$1 to \$18.75	\$1 to \$5.50	\$2 to \$65
Chemises	50c to \$6.75	85c to \$2.50	50c to \$25
Drawers	50c to \$6	50c to \$3	\$1 to \$18.75
Corset Covers	50c to \$6.75	75c to \$1.50	75c to \$16.75
Short Petticoats	50c to \$3		
Long Petticoats	\$1 to \$27.50	\$1 to \$4.75	\$1 to \$75
Princess Slips	\$3.75 to \$40		\$5.50 to \$55
Matched Sets	\$6.75 to \$38		\$13.50 to \$150

Crepe de Chine Lingerie

Nightgowns, \$3.95 to \$12.75; Drawers, \$3.25 to \$5.50;
Chemises, \$3.10 to \$4.50; Corset Covers, \$2; Combinations, \$5.50 to \$16.75.

Crepe de Chine Petticoats

\$3.50, \$3.95, \$4.95 and \$5.50

These Petticoats are in white, pink and light blue, but the other Crepe de
Chine Lingerie is only in white and pink.

Crepe de Chine and Other Negligees

Crepe de Chine Negligees, trimmed with swan-down, white, pink, lavender,
navy, black, light and Copenhagen blue, \$3.95.
"The Josephine" Negligee, with hand-embroidered Empire bodice; albatross,
\$4.75; Crepe de Chine, \$7.95.

French hand-embroidered Matinee of batiste, \$3.50, \$4.50 and \$6.95.
Matinee of Florentine silk and flowered satin, \$1.95.
Cotton Crepe Kimono, trimmed with mazarine, \$1.50, \$1.75, \$1.95, \$2.25.

New Styles in House Dresses

\$1.50, \$2, \$2.75 and \$3

About twenty new models in these modish and practical dresses of crepe
chambray and pique.

Lingerie and Washable Dresses

6 to 14 year sizes—Gingham, percale, khaki and linen, \$1.50 to \$10;
Lingerie, \$2.75 to \$30;
14, 16 and 18 year sizes—Linen, percale and cotton, \$4 to \$35; Lingerie,
\$7.50 to \$30.

For women: \$11.50, \$12.50, \$13.50, \$15 and \$17. Advanced styles in
Crepe, Voile and Lawn, charmingly trimmed with laces and embroideries.
Third Floor.

Lingerie for Children and Girls

Long Petticoats for Infants—French, \$1.25 to \$12.75; American, 50c
to \$4.50.
Short Petticoats, in 6 months to 2-year sizes—French \$1 to \$6.50; Ameri-
can, 50c to \$2.75.

Petticoats, 2 to 14-year sizes—American, 40c to \$3.75.
Petticoats, 14 to 18-year sizes—French \$1.75 to \$6.50; American, 85c
to \$5.95.

Drawers—French, 2 to 14-year sizes, 95c and \$1.15; American, 2 to 14-year
sizes, 25c to \$1.75.

Combinations—American, 75c to \$4. Corset Covers, 50c to \$2.50.
Nightgowns—French, \$2 and \$3.50; American, 50c to \$3.50. Second Floor.

Children's Dresses, \$1.35 to \$12.75

French Dresses—Infants, \$1.25 to \$12.75; 6 months to 2-year sizes, \$1.25
to \$5; 2 to 5-year sizes, \$2.25 to \$21.

American—Infants, 25c to \$12.75; 6 months to 2-year sizes, 50c to \$8.75;
2 to 5-year sizes, \$1 to \$12.75. Second Floor.

The January Sale of Corsets

Our famous and exclusive La Marmette Corsets, \$1, \$1.50, \$2 and \$2.75;
instead of \$1.50 to \$5.
Also a miscellany of our imported Eugenie Corsets at \$5 and \$6; were \$10 to
\$15. Broken sizes, but all from 18 to 36 are included.

Card Corsets, \$1.50, regularly \$2. Second Floor.
American Lady Corsets, \$5.75 and \$8.50; regularly \$4 to \$5.
C. B. Corsets, \$1.75; regularly \$3. P. N. Corsets, \$1.50; regularly \$3.
R. & G. Corsets, \$1.00 and \$1.50; regularly \$1.50 and \$3. Main Floor.

730 Sample \$1 to \$2.50 Brasieres at 75c

All these are a manufacturer's samples, some are slightly soiled from handling.
Some are lace and embroidery-trimmed, others are entirely of all-over em-
broidery. Sizes 32 to 34. Main and Second Floors.

A Very Important Part---To Housekeepers--- Of the Month of White at Gimbel's

Is contributed by the sections devoted to

Household Linens Decorative Linens
Lace Curtains Muslin Sheets and Pillow Cases
Blankets White Goods By the Yard
Bedspreads Comfortables

The White Sale offerings in these groups are all in readiness and
present some of the greatest economies we have ever offered. Full details
will be printed a little later. Meanwhile, come now and secure your share of
the splendid things.

Lace Curtains

7500 Pairs of Them, Crisp and New Form a Stirring White Sale Offering

A housekeeper is known by the lace curtains she keeps. They are, to the passerby, the
outward index of the taste with which the house is furnished.

If you are aware that your home is in need of a change of facial expression, profit by the
economies of this White Sale of Lace Curtains.

Savings run from 1/4 to 1/3

on a great variety of desirable styles and patterns.

Most of the Curtains we secured under-price, by having them made up at dull times, the
rest come from our fine regular stocks.

Hotels and boarding houses are also interested, for we can furnish quantities of most of
the styles in the Sale.

Reg.....\$5.50 \$7.50 \$9.00 \$10.00 to \$75.00 pair	Reg.....\$9.75 \$10.00 \$11.00 \$11.50 \$12.50 \$13.75 pair
At.....\$4.35 5.50 6.50 7.55 to \$5.00 pair	At..... 6.75 7.55 7.75 8.50 9.55 10.75 pair
ARABIAN RASHES	WHITE IRISH POINT
Reg.....\$4.50 \$4.75 \$5.75 \$6.00 pair	Reg.....\$2.55 \$4.00 \$5.50 \$5.75 \$6.00 to \$12.00 pair
At..... 5.35 5.50 5.55 5.95 4.95 pair	At..... 1.75 2.95 3.95 4.25 4.50 to 0.75 pair
MARIE ANTOINETTE RASHES	CLUNY CURTAINS, in white and ecru.
Reg.....\$5.50 \$5.25 \$5.50 \$7.00 \$9.50 pair	Reg.....\$2.75 \$3.50 \$4.50 pair
At..... 3.95 4.25 4.50 5.25 6.75 pair	At..... 1.90 2.65 3.90 pair
RENAISSANCE LACE	NOVELTY NET CURTAINS, white and ecru.
Reg.....\$11.00 \$13.50 \$17.75 \$19.75 \$21.00 to \$23.75 pr.	Reg.....\$2.75 \$2.85 \$3.00 \$3.25 \$3.50 pair
At..... 8.50 9.75 12.75 14.75 16.50 to 21.75 pr.	At..... 2.00 2.10 2.25 2.50 2.80 pair
ANTIQUE LACE	SCHEM CURTAINS, white and ecru.
Reg.....\$4.25 \$5.25 \$7.75 \$12.75 pair	Reg.....\$1.25 \$1.50 \$1.75 \$2.15 \$2.50 to \$4.50 pair
At..... 3.95 4.50 6.75 9.50 pair	At..... 75c 1.00 1.15 1.65 1.75 to 2.95 pair
NOTTINGHAM	NOVELTY MARIE ANTOINETTE, white and ecru.
Reg.....\$1.50 \$1.75 \$2.00 \$2.25 \$4.50 to \$8.25 pair	Reg.....\$2.50 \$2.75 \$3.50 \$4.00 \$4.50 to \$19.75 pair
At..... 1.10 1.30 1.40 2.00 3.25 to 4.50 pair	At..... 1.75 2.10 2.65 2.90 3.00 to 14.75 pair
RUFFLED MUSLIN	Sixth Floor
Reg.....\$1.00 \$1.25 \$1.55 \$1.50 to \$2.50 pair	
At..... 65c 80c 90c 95c to 1.75 pair	

Our Annual January Sale of Boys' Fine Wash Suits

\$3, \$4 & Higher Grades at \$1.85

Think of it! 3,368 fine Wash Suits on which the smallest saving is over one-third, and from
there up to two-thirds. For, although the bulk of the suits are of the \$3 and \$4 grades, there
are plenty of \$5 and \$6 qualities at the same price—\$1.85 each. A better offering than ever
before, in this January event that mothers have learned to watch out for.

The Suits are the entire sample lines of three of the leading wash suit specialists in America.
The styles are all brand new for Spring and Summer—nearly 600 designs in all, with from four
to eight suits in each style. Some Suits are a bit soiled from being shown as samples. Fabrics
are of the finest that can be had in Suits selling at their full prices of \$3 to \$6—pure linens,
imported reps, kindergarten cloth, galatee, mercerized fabrics, in white and various color com-
binations. Dozens of styles in every size, from 2½ to 10 years, will be found in the splendid
offering; and mothers will probably do as usual, and buy a whole season's supply of wash suits
for their boys.

\$1.85 Each for Suits Regularly \$3, \$4 or More

Also a very attractive group of

Boys' \$5 to \$10 Hand-Embroidered Wash Suits at \$3.50 and \$5

Fourth Floor

Distinctive Fur Chapeaux
for their Chic and Luxuriousness
will be included in to-morrow's
Disposal of \$15 to \$100 Hats
At \$8, \$10, \$15, \$20, \$25, \$35 & \$50

Imported models and the beautifully made hats
from our own atelier will share the same fate, as we
must make ready for the coming of Spring. Every
hat in the collection is the creation of an artist-
milliner and is made of the finest materials in the
world.

Also in the Medium-Price Salon, \$5 to \$14.75 Hats
at \$2.50, \$3.50, \$5, \$6.75 and \$8.75.
Third Floor.

If Madame has Resolved to Econo-
mize—she will be interested in this
Gimbel Apparel at Much
Reduced Prices.

As Gimbel modes are always in advance of the
usual fashion procession, women are eager to avail
themselves of our "broken size" disposals at the end
of the season, for they are sure of getting apparel
that is just in vogue.

Women's Dresses

Meteor and Velvet, \$15; were \$22.50 and \$25.
Corduroy Dresses, \$15.50; were \$25.
Serge, Velvet and Corduroy, \$21; were \$29.50
and \$35. Some fur-trimmed.

Serge and Satin, \$29.50; were \$35 and \$37.50.
Other Afternoon Dresses at \$27.50 to \$65; were
\$35 to \$110.

Women's Tailored Suits

Corduroy, Broadcloth, Etonne and Diagonal
Suits, \$19.50; were \$25 to \$40.
Cordelaine, Serge and Broadcloth Suits, \$23.50;
were \$35 to \$42.50.

Fur-trimmed Broadcloth Suits, \$25; were \$37.50.
Velvet de Laine, Cheviot, Broadcloth, Corduroy
and Velvet Suits, \$29.50 and \$35; that were \$45
to \$55.

Broadcloth, Velvet and Velour de Laine Suits,
\$37.50; were \$45 to \$55.

Imported Model Suits, \$45 to \$110; were \$125
to \$200.

Also an especially planned collection of Evening
Dresses at \$19.50, \$25, \$27.50 and \$19.50; regularly
\$25 to \$50. Third Floor.

Not Saying a Word About New Year's Resolutions

BUT, if you happen to have decided to begin
the New Year by saving money, we suggest that you

Deposit Your Money with

Gimbel Brothers, Bankers

and thus not only keep from spending it, but make
it actually EARN MORE MONEY FOR YOU,
which it will do, at the rate of

4% Per Annum

compounded half-yearly. And any sums deposited
in our Interest Department ON OR BEFORE
JANUARY 10TH will draw interest from January
1st, if still on deposit on July 1st.

You can open an account for as little as \$1.
Main Floor, Near Balcony

Hand Loom Embroideries at Half

This is an exceptional purchase of hand-loom
embroideries, in patterns closely resembling fine hand-
work, to sell at half price.

There are edgings, insertions and 12-inch floun-
cings, beautifully embroidered on fine Swiss muslin,
nainsook and cambric, in baby patterns, blind effects
and floral and eyelet designs.

12c to 60c a Yard, Usually 25c to \$1.20

45-inch flounings, on fine Swiss muslin, in large
floral and eyelet designs; open scroll and Van Dyke
effects—embroideries that will make charming frocks
for mid-Winter graduates.

At \$1 a Yard, Regularly \$1.50

Main Floor

Stamped Underwear Patterns

All sorts of lingerie, children's garments, vests
and similar articles, stamped for embroidery, in our
own designs, on fine white materials.

Corset Covers, 25c.
Nightgowns, 75c, 85c.
All on nainsook.

Towels, of pure linen
huckaback, 35c, 50c, 75c
and 85c.

House patterns on fine
cotton, \$1.

Babies' Bibs, Caps,
Saucers, Pillows, Afghans
and Cuffs, 15c to \$2.50.

Bears and Squares at Little Prices

Drawnwork Bears and Squares, lace trimmed, 75c.
Lace-trimmed Bears and Squares, with one row
each of beading and insertion, 85c.

Japanese hand-embroidered Lunch Cloths, 25c
and 35c. Second Floor

GIMBEL BROTHERS

BROADWAY

NEW YORK

THIRTY-THIRD ST.